

IN THE CLAIMS

Claims 1-4 & 6-38 are pending.

Claim 5 is canceled herein.

Claims 1-4, 6, 8, 9, 12-18, 20-23, 25, 31 & 34 are currently amended.

1. **(Currently Amended)** A computer executable method comprising:
~~in response to a passage of a time interval, determining whether each of a plurality of content providers has any new content to retrieve;~~
~~periodically retrieving a media content from one or more of the a plurality of content providers, that has new content to retrieve, wherein the retrieved media content is to be displayed in at least one Web page;~~
~~verifying a format of the retrieved media content by comparing a data structure of the retrieved media content with a data structure defined in a schema file;~~
~~rejecting particular the media content if the particular a format of the media content format is not valid; and~~
~~if the particular media content is valid:~~
~~submitting the media content to a media content database;~~
~~periodically searching the media content database for a media content matching a display criteria;~~
~~extracting the matching media content from the media content database;~~
~~scheduling the particular the matching media content to be displayed at a scheduled time; and~~

displaying ~~the particular~~ ~~the matching media~~ content at the scheduled time, the ~~particular~~ ~~matching media~~ content being displayed by a Web server.

2. **(Currently Amended)** A method as recited in claim 1 wherein displaying ~~particular~~ ~~the matching media~~ content includes:
displaying ~~the particular~~ ~~the matching media~~ content using a test Web page; and if ~~the particular~~ ~~the matching media~~ content is successfully displayed using the test Web page, displaying ~~the particular~~ ~~the matching media~~ content using a live Web page.

3. **(Currently Amended)** A method as recited in claim 1 wherein displaying ~~particular~~ ~~the matching media~~ content includes deleting previously displayed content.

4. **(Currently Amended)** A method as recited in claim 1 wherein the scheduled time is an attribute associated with ~~the particular~~ ~~the matching media~~ content.

5. **(Canceled)**

6. **(Currently Amended)** A method as recited in claim 1 wherein scheduling ~~the~~ ~~particular~~ ~~the matching media~~ content includes creating a multi-level directory structure associated with the scheduled time.

7. **(Previously Presented)** A method as recited in claim 1 wherein the scheduled time is a timeslice having a start time and an end time.

8. **(Currently Amended)** A method as recited in claim 1 wherein the media content is defined in an extensible markup language (XML) file.

9. **(Currently Amended)** A method as recited in claim 1 further comprising scheduling ~~the particular~~ ~~the matching~~ media content to be removed at a second scheduled time.

10. **(Previously Presented)** A method as recited in claim 1 wherein the scheduled time is a predetermined time period.

11. **(Original)** One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 1.

12. **(Currently Amended)** A computer executable method comprising:
identifying a plurality of content providers;
~~in response to a passage of a time interval, periodically~~ determining whether each of the plurality of content providers has any new content to retrieve;
retrieving new content from the plurality of content providers that have new content to retrieve;
~~storing the retrieved content in a central database;~~

submitting the new content to a content database;
periodically searching the content database for content matching a display criteria;
extracting the matching content from the content database;
scheduling the ~~retrieved~~matching content to be displayed on a Web page at a scheduled time, wherein the scheduled time is based on an attribute associated with the ~~retrieved~~matching content; and
displaying the ~~retrieved~~matching content on the Web page at the scheduled time.

13. **(Currently Amended)** A method as recited in claim 12 wherein the matching ~~retrieved~~ content is defined in an extensible markup language (XML) file.

14. **(Currently Amended)** A method as recited in claim 12 further comprising verifying the format of the matching ~~retrieved~~ content.

15. **(Currently Amended)** A method as recited in claim 12 further comprising:
verifying the format of the matching ~~retrieved~~ content by comparing a data structure of the matching ~~retrieved~~ content with a data structure defined in a content structure definition; and
rejecting content that is not verified.

16. **(Currently Amended)** A method as recited in claim 12 further comprising:
verifying the format of the matching ~~retrieved~~ content; and
editing the content if the matching ~~retrieved~~ content is not verified.

17. **(Previously Presented)** A method as recited in claim 12 further comprising deleting previously displayed content after the scheduled time.

18. **(Currently Amended)** A method as recited in claim 12 wherein the matching retrieved content has an associated time slice, the time slice identifying a start date, a start time, an end date, and an end time for displaying the matching retrieved content.

19. **(Original)** One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 12.

20. **(Currently Amended)** A computer executable method comprising:
identifying a plurality of content providers;
identifying a storage location associated with each of the content providers;
~~in response to a passage of a time interval, periodically~~ retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location;
if the file identifies new content to retrieve from the storage location:
 retrieving the new content;
 storing the retrieved new content in a central database;
 periodically searching the central database for the matching content;

scheduling the ~~retrieved matching~~ content to be displayed at a first scheduled time, wherein the first scheduled time is based on a first attribute associated with the ~~retrieved matching~~ content; and

scheduling the ~~retrieved matching~~ content to be removed at a second scheduled time based on a second attribute associated with the ~~retrieved matching~~ content.

21. **(Currently Amended)** A method as recited in claim 20 further comprising displaying the ~~retrieved matching~~ content on the Web page at the first scheduled time.

22. **(Currently Amended)** A method as recited in claim 20 further comprising verifying a format of the retrieved ~~new~~ content and rejecting the retrieved ~~new~~ content if the format is not valid.

23. **(Currently Amended)** A method as recited in claim 20 further comprising verifying a format of the retrieved ~~new~~ content using a verification tool to compare the format of the retrieved ~~new~~ content to a format defined in a schema file stored on a Web server.

24. **(Original)** One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 20.

25. **(Currently Amended)** A content server comprising:

a content collector configured to periodically retrieve content from a plurality of content providers in response to a passage of a time interval;

a content verification tool coupled to the content collector, the content verification tool configured to verify content retrieved from the plurality of content providers; and

a content scheduler coupled to the content collector, the content scheduler configured to periodically schedule the received content for display and further to periodically schedule the received content for removal.

26. **(Original)** A content server as recited in claim 25 further including a content editor coupled to the content scheduler and configured to modify the received content.

27. **(Original)** A content server as recited in claim 25 further including a test Web page configured to display retrieved content.

28. **(Original)** A content server as recited in claim 25 wherein the content verification tool rejects content if the content format is not valid.

29. **(Original)** A content server as recited in claim 25 further including a database configured to store the content retrieved from the plurality of content providers.

30. **(Original)** A content server as recited in claim 25 wherein the content is defined in an extensible markup language (XML) file.

31. **(Currently Amended)** A content processing system comprising:

- a content server configured to periodically retrieve Web-based content from a plurality of Web content providers in response to a passage of a time interval, wherein the content is defined in an extensible markup language (XML) file;
- a database coupled to the content server, the database configured to store content retrieved from the plurality of content providers; and
- a Web server coupled to the content server, the Web server including a content structure definition file that defines a proper format for the content, wherein the Web server is configured to maintain a plurality of Web pages that are periodically generated using content stored in the database, and wherein each of the plurality of Web pages is displayed during a scheduled time period associated with content contained in each Web page.

32. **(Previously Presented)** A content processing system as recited in claim 31 wherein the content structure definition file is accessible to content providers to verify their content prior to retrieval by the content server.

33. **(Original)** A content processing system as recited in claim 31 wherein the content server includes a content verification tool that rejects content if the content format is not valid.

34. **(Currently Amended)** One or more computer-readable media having at least one physical media, the computer-readable media having stored thereon a computer

program that, when executed by one or more processors, causes the one or more processors to:

~~in response to a passage of a time interval, periodically~~ retrieve content from a plurality of content providers, the retrieved content to be displayed in a Web page;

~~periodically~~ schedule the retrieved content to be displayed in the Web page at a first scheduled time based on a first attribute associated with the retrieved content; and

schedule the retrieved content to be removed from the Web page at a second scheduled time based on a second attribute associated with the retrieved content.

35. **(Original)** One or more computer-readable media as recited in claim 34 wherein the retrieved content is defined in an extensible markup language (XML) file.

36. **(Previously Presented)** One or more computer-readable media as recited in claim 34 wherein the one or more processors further create a multi-level directory structure.

37. **(Previously Presented)** One or more computer-readable media as recited in claim 34, wherein the one or more processors further display the particular content at the first scheduled time.

38. **(Previously Presented)** One or more computer-readable media as recited in claim 34, wherein the one or more processors further create a scheduled content file that contains scheduled times associated with retrieved content.